

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

Claim 1 (currently amended): A computer implemented method comprising:
delivering an initial promotion to a customer;
determining a status of the initial promotion delivered;
selecting a related promotion based on said status of the initial promotion determined;
and
delivering said related promotion to said customer.

Claim 2 (original): The method of Claim 1, wherein said step of delivering an initial promotion comprises delivering said initial promotion through an electronic medium.

Claim 3 (original): The method of Claim 2, wherein said step of delivering said initial promotion through an electronic medium comprises delivering said initial promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

Claim 4 (original): The method of Claim 3, wherein said step of delivering said initial promotion through an electronic medium further comprises delivering said initial promotion via the Internet.

Claim 5 (original): The method of Claim 1, wherein said step of delivering an initial promotion comprises delivering said initial promotion through a hard copy medium.

Claim 6 (original): The method of Claim 5, wherein said step of delivering said initial promotion through a hard copy medium comprises delivering said initial promotion to the customer through

at least one of a direct mailing and a hand delivery process.

Claim 7 (original): The method of Claim 1, wherein said step of determining a status of the initial promotion delivered comprises determining a status of the initial promotion based on electronic feedback from the customer.

Claim 8 (original): The method of Claim 7, wherein said step of determining a status of the initial promotion based on electronic feedback from the customer comprises receiving an explicit accept or reject indication from said customer.

Claim 9 (original): The method of Claim 7, wherein said step of determining a status of the initial promotion based on electronic feedback from the customer comprises receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

Claim 10 (original): The method of Claim 1, wherein said step of determining a status of the initial promotion delivered comprises determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion.

Claim 11 (original): The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on purchase information of the product promoted by the initial promotion.

Claim 12 (original): The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on redeeming information of the initial promotion.

Claim 13 (original): The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on a delivery date of said initial promotion.

Claim 14 (original): The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on an expiration date of said promotion.

Claim 15 (original): The method of Claim 1, wherein said step of selecting a related promotion based on said status of the initial promotion determined comprises selecting a predetermined related promotion associated with the status of the initial promotion determined.

Claim 16 (original): The method of Claim 1, wherein said step of delivering a related promotion comprises delivering said related promotion through an electronic medium.

Claim 17 (original): The method of Claim 16, wherein said step of delivering said related promotion through an electronic medium comprises delivering said related promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

Claim 18 (original): The method of Claim 16, wherein said step of delivering said related promotion through an electronic medium further comprises delivering said related promotion via the Internet.

Claim 19 (original): The method of Claim 1, wherein said step of delivering a related promotion comprises delivering said related promotion through a hard copy medium.

Claim 20 (original): The method of Claim 19, wherein said step of delivering said related promotion through a hard copy medium comprises delivering said related promotion to the customer through at least one of a direct mailing and hand delivery process.

Claim 21 (original): The method of Claim 1, wherein said steps of delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion are performed through a single medium in a single transaction with the customer.

Claim 22 (original): The method of Claim 21, wherein said single medium is a customer computer and said single transaction comprises an online shopping event.

Claim 23 (original): The method of Claim 1, wherein said steps of delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion are performed in at least two transactions with the customer.

Claim 24 (original): The method of Claim 23, wherein said at least two transactions with the customer are performed through the same delivery medium.

Claim 25 (original): The method of Claim 23, wherein said at least two transactions with the customer are performed through at least two delivery mediums.

Claim 26 (currently amended): A computer implemented method comprising:

- delivering a plurality of promotions to a customer through a plurality of delivery mediums;
- determining a status of each promotion delivered;
- determining an effective medium for the customer based on the status of each promotion delivered; and
- delivering promotions to said customer primarily through the effective medium

determined.

Claim 27 (original): The method of Claim 26, wherein said step of delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises delivering said plurality of promotions through an electronic medium.

Claim 28 (original): The method of Claim 27, wherein said step of delivering said plurality of promotions through an electronic medium comprises delivering said promotions to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

Claim 29 (original): The method of Claim 27, wherein said step of delivering said plurality of promotions through an electronic medium further comprises delivering said initial promotion via the Internet.

Claim 30 (original): The method of Claim 26, wherein said step of delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises delivering said plurality of promotions through a hard copy medium.

Claim 31 (original): The method of Claim 30, wherein said step of delivering said plurality of promotions through a hard copy medium comprises delivering said plurality of promotions to the customer through at least one of a direct mailing and hand delivery process.

Claim 32 (original): The method of Claim 26, wherein said step of determining a status of each promotion delivered comprises determining a status of a promotion based on electronic feedback from the customer.

Claim 33 (original): The method of Claim 32, wherein said step of determining a status of a promotion based on electronic feedback from the customer comprises receiving an explicit

accept or reject indication from said customer.

Claim 34 (original): The method of Claim 32, wherein said step of determining a status of a promotion based on electronic feedback from the customer comprises receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

Claim 35 (original): The method of Claim 26, wherein said step of determining a status of each promotion delivered comprises determining a status of a promotion based on predetermined status criteria assigned to the promotion.

Claim 36 (original): The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on purchase information of the product promoted by the promotion.

Claim 37 (original): The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on redeeming information of the promotion.

Claim 38 (original): The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on a delivery date of the promotion.

Claim 39 (original): The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on an expiration date of said promotion.

Claim 40 (original): The method of Claim 26, wherein said step of determining an effective

medium for the customer based on the status of each promotion delivered comprises determining whether a delivery medium meets a predetermined effectiveness criteria.

Claim 41 (original): The method of Claim 40, wherein said step of determining whether a delivery medium meets a predetermined effectiveness criteria comprises determining the number of occurrences of a predetermined status within a delivery medium.

Claim 42 (original): The method of Claim 40, wherein said step of determining whether a delivery medium meets a predetermined effectiveness criteria comprises determining the frequency of the customer's use of the delivery medium.

Claim 43 (currently amended): A computer implemented method comprising:
delivering an initial promotion to a customer;
determining a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);
selecting a related promotion based on said status of the initial promotion determined; and
delivering said related promotion to said customer.

Claim 44 (original): A system associated with a retail store, comprising:
a memory device having embodied therein, data related to promotions; and
a processor in communication with said memory device, said processor configured to:
deliver an initial promotion to a customer;
determine a status of the initial promotion delivered;
select a related promotion based on said status of the initial promotion determined; and
deliver said related promotion to said customer.

Claim 45 (original): The system of Claim 44, wherein said processor is configured to deliver said initial promotion through an electronic medium.

Claim 46 (original): The system of Claim 45 wherein said processor is configured to deliver said initial promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

Claim 47 (original): The system of Claim 46, wherein said processor is configured to deliver said initial promotion via the Internet.

Claim 48 (original): The system of Claim 44, wherein said processor is configured to deliver said initial promotion through a hard copy medium.

Claim 49 (original): The system of Claim 48, wherein said processor is configured to deliver said initial promotion to the customer through at least one of a direct mailing and a hand delivery process.

Claim 50 (original): The system of Claim 44, wherein said processor is configured to determine a status of the initial promotion based on electronic feedback from the customer.

Claim 51 (original): The system of Claim 50, wherein said processor is configured to receive an explicit accept or reject indication from said customer.

Claim 52 (original): The system of Claim 50, wherein said processor is configured to receive an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

Claim 53 (original): The system of Claim 44, wherein said processor is configured to determine a status of the initial promotion based on predetermined status criteria assigned to the initial promotion.

Claim 54 (original): The system of Claim 53, wherein said processor is configured to determine

a status of the initial promotion based on purchase information of the product promoted by the initial promotion.

Claim 55 (original): The system of Claim 53, wherein said processor is configured to determine a status of the initial promotion based on redeeming information of the initial promotion.

Claim 56 (original): The system of Claim 53, wherein said processor is configured to determine a status of the initial promotion based on a delivery date of said initial promotion.

Claim 57 (original): The system of Claim 53, wherein said processor is configured to determine a status of the initial promotion based on an expiration date of said promotion.

Claim 58 (original): The system of Claim 44, wherein said processor is configured to select a predetermined related promotion associated with the status of the initial promotion determined.

Claim 59 (original): The system of Claim 44, wherein said processor is configured to deliver said related promotion through an electronic medium.

Claim 60 (original): The system of Claim 59, wherein said processor is configured to deliver said related promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

Claim 61 (original): The system of Claim 59, wherein said processor is configured to deliver said related promotion via the Internet.

Claim 62 (original): The system of Claim 44, wherein said processor is configured to deliver said related promotion through a hard copy medium.

Claim 63 (original): The system of Claim 62, wherein said processor is configured to deliver

said related promotion to the customer through at least one of a direct mailing and hand delivery process.

Claim 64 (original): The system of Claim 44, wherein said processor is configured to deliver an initial promotion, determine a status of the initial promotion, select a related promotion and deliver the related promotion through a single medium in a single transaction with the customer.

Claim 65 (original): The system of Claim 64, wherein said single medium is a customer computer and said single transaction comprises an online shopping event.

Claim 66 (original): The system of Claim 44, wherein said processor is configured to deliver an initial promotion, determine a status of the initial promotion, select a related promotion and deliver the related promotion in at least two transactions with the customer.

Claim 67 (original): The system of Claim 66, wherein said processor is configured to perform said at least two transactions with the customer through the same delivery medium.

Claim 68 (original): The system of Claim 66, wherein said processor is configured to perform said at least two transactions with the customer through at least two delivery mediums.

Claim 69 (original): A system associated with a retail store, comprising:

- a memory device having embodied therein, data related to promotions; and
- a processor in communication with said memory device, said processor configured to:
 - deliver a plurality of promotions to a customer through a plurality of delivery mediums;
 - determine a status of each promotion delivered;
 - determine an effective medium for the customer based on the status of each promotion delivered; and
 - deliver promotions to said customer primarily through the effective medium determined.

Claim 70 (original): The system of Claim 69, wherein said processor is configured to deliver said plurality of promotions through an electronic medium.

Claim 71 (original): The system of Claim 70, wherein said processor is configured to deliver said promotions to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

Claim 72 (original): The system of Claim 70, wherein said processor is configured to deliver said initial promotion via the Internet.

Claim 73 (original): The system of Claim 69, wherein said processor is configured to deliver said plurality of promotions through a hard copy medium.

Claim 74 (original): The system of Claim 73, wherein said processor is configured to deliver said plurality of promotions to the customer through at least one of a direct mailing and hand delivery process.

Claim 75 (original): The system of Claim 69, wherein said processor is configured to determine a status of a promotion based on electronic feedback from the customer.

Claim 76 (original): The system of Claim 75, wherein said processor is configured to receive an explicit accept or reject indication from said customer.

Claim 77 (original): The system of Claim 75, wherein said processor is configured to receive an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

Claim 78 (original): The system of Claim 69, wherein said processor is configured to determine a status of a promotion based on predetermined status criteria assigned to the promotion.

Claim 79 (original): The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on purchase information of the product promoted by the promotion.

Claim 80 (original): The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on redeeming information of the promotion.

Claim 81 (original): The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on a delivery date of the promotion.

Claim 82 (original): The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on an expiration date of said promotion.

Claim 83 (original): The system of Claim 69, wherein said processor is configured to determine whether a delivery medium meets a predetermined effectiveness criteria.

Claim 84 (original): The system of Claim 83, wherein said processor is configured to determine the number of occurrences of a predetermined status within a delivery medium.

Claim 85 (original): The system of Claim 83, wherein said processor is configured to determine the frequency of the customer's use of the delivery medium.

Claim 86 (original): A system associated with a retail store, comprising:

- a memory device having embodied therein, data related to promotions; and
- a processor in communication with said memory device, said processor configured to:
 - deliver an initial promotion to a customer;
 - determine a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);
 - select a related promotion based on said status of the initial promotion determined; and

deliver said related promotion to said customer.

Claim 87 (original): A computer readable medium containing program instructions for execution on a computer system, which when executed by the computer system, cause the computer system to perform the steps in the method recited in any one of Claims 1-43.

Claim 88 (original): A system comprising:

means for delivering an initial promotion to a customer;
means for determining a status of the initial promotion delivered;
means for selecting a related promotion based on said status of the initial promotion determined; and
means for delivering said related promotion to said customer.

Claim 89 (original): The system of Claim 88, wherein said means for delivering an initial promotion comprises means for delivering said initial promotion through an electronic medium.

Claim 90 (original): The system of Claim 88, wherein said means for delivering an initial promotion comprises means for delivering said initial promotion through a hard copy medium.

Claim 91 (original): The system of Claim 88, wherein said means for determining a status of the initial promotion delivered comprises means for determining a status of the initial promotion based on electronic feedback from the customer.

Claim 92 (original): The system of Claim 88, wherein said means for determining a status of the initial promotion delivered comprises means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion.

Claim 93 (original): The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion

comprises means for determining a status of the initial promotion based on purchase information of the product promoted by the initial promotion.

Claim 94 (original): The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises means for determining a status of the initial promotion based on redeeming information of the initial promotion.

Claim 95 (original): The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises means for determining a status of the initial promotion based on a delivery date of said initial promotion.

Claim 96 (original): The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises means for determining a status of the initial promotion based on an expiration date of said promotion.

Claim 97 (original): The system of Claim 88, wherein said means for selecting a related promotion based on said status of the initial promotion determined comprises means for selecting a predetermined related promotion associated with the status of the initial promotion determined.

Claim 98 (original): The system of Claim 88, wherein said means for delivering a related promotion comprises means for delivering said related promotion through an electronic medium.

Claim 99 (original): The system of Claim 88, wherein said means for delivering a related promotion comprises means for delivering said related promotion through a hard copy medium.

Claim 100 (original): The system of Claim 88, further comprising means for delivering an initial

promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion through a single medium in a single transaction with the customer.

Claim 101 (original): The system of Claim 88, further comprising means for delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion in at least two transactions with the customer.

Claim 102 (original): The system of Claim 101, wherein said at least two transactions with the customer are performed through the same delivery medium.

Claim 103 (original): The system of Claim 101, wherein said at least two transactions with the customer are performed through at least two delivery mediums.

Claim 104 (original): A system comprising:

means for delivering a plurality of promotions to a customer through a plurality of delivery mediums;

means for determining a status of each promotion delivered;

means for determining an effective medium for the customer based on the status of each promotion delivered; and

means for delivering promotions to said customer primarily through the effective medium determined.

Claim 105 (original): The system of Claim 104, wherein said means for delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises means for delivering said plurality of promotions through an electronic medium.

Claim 106 (original): The system of Claim 104, wherein said means for delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises means for

delivering said plurality of promotions through a hard copy medium.

Claim 107 (original): The system of Claim 104, wherein said means for determining a status of each promotion delivered comprises means for determining a status of a promotion based on electronic feedback from the customer.

Claim 108 (original): The system of Claim 107, wherein said means for determining a status of a promotion based on electronic feedback from the customer comprises means for receiving an explicit accept or reject indication from said customer.

Claim 109 (original): The system of Claim 107, wherein said means for determining a status of a promotion based on electronic feedback from the customer comprises means for receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

Claim 110 (original): The system of Claim 104, wherein said means for determining a status of each promotion delivered comprises means for determining a status of a promotion based on predetermined status criteria assigned to the promotion.

Claim 111 (original): The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on purchase information of the product promoted by the promotion.

Claim 112 (original): The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on redeeming information of the promotion.

Claim 113 (original): The system of Claim 110, wherein said means for determining a status of

the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on a delivery date of the promotion.

Claim 114 (original): The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on an expiration date of said promotion.

Claim 115 (original): The system of Claim 104, wherein said means for determining an effective medium for the customer based on the status of each promotion delivered comprises means for determining whether a delivery medium meets a predetermined effectiveness criteria.

Claim 116 (original): The system of Claim 115, wherein said means for determining whether a delivery medium meets a predetermined effectiveness criteria comprises means for determining the number of occurrences of a predetermined status within a delivery medium.

Claim 117 (original): The method of Claim 115, wherein said means for determining whether a delivery medium meets a predetermined effectiveness criteria comprises means for determining the frequency of the customer's use of the delivery medium.

Claim 118 (original): A system comprising:

- means for delivering an initial promotion to a customer;
- means for determining a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);
- means for selecting a related promotion based on said status of the initial promotion determined; and
- means for delivering said related promotion to said customer.

Claim 119 (new): The method of claim 1, further comprising:

- determining an effective medium for said customer based on said status of said initial

promotion delivered,

wherein said step of determining an effective medium for said customer based on said status of said initial promotion delivered comprises determining whether a delivery medium meets a predetermined effectiveness criteria,

wherein said step of determining whether said delivery medium meets said predetermined effectiveness criteria comprises either determining the number of occurrences of a predetermined status with said delivery medium or determining the frequency of said customer's use of said delivery medium; and

delivering promotions to said customer primarily through said effective medium determined.

Claim 120 (new): The system of 44, further comprising:

delivering said initial promotion and said related promotion through a plurality of delivery mediums;

determining an effective medium for said customer based on said status of said initial promotion and said status of said related promotion delivered;

delivering promotions to said customer primarily through said effective medium determined;

wherein said processor is configured to determine whether said delivery medium meets a predetermined effectiveness criteria;

wherein said processor is configured to determine the number of occurrences of a predetermined status within said delivery medium; and

wherein said processor is configured to determine the frequency of said customer's use of said delivery medium.

Claim 121 (new): The system of claim 88, further comprising:

means for delivering said initial promotion and said related promotion to said customer through a plurality of delivery means;

means for determining an effective medium for said customer based on said status of said

initial promotion and said related promotion delivered;
means for delivering promotions to said customer primarily through said effective medium determined;
wherein said means for determining said effective medium for said customer based on said status of each promotion delivered comprises means for determining whether said delivery medium meets a predetermined effectiveness criteria; and
wherein said means for determining whether said delivery medium meets said predetermined effectiveness criteria comprises either means for determining the number of occurrences of a predetermined status within said delivery medium or means for determining the frequency of said customer's use of said delivery medium.

Claim 122 (new): The system of claim 91, wherein said means for determining said status of said initial promotion based on said electronic feedback from said customer comprises means for receiving an explicit accept or reject indication from said customer; and

wherein said means for determining said status of said initial promotion based on said electronic feedback from said consumer comprises means for receiving an implicit accept or reject indication from said consumer based on said consumer printing or downloading, or declining to print or download said initial promotion.

Claim 123 (new): The method of claim 26, further comprising:

selecting a related promotion based on said status of each of said promotions determined, wherein said step of selecting said related promotion based on said status of each of said promotions determined comprises selecting a predetermined related promotion associated with said status of each of said promotions determined;

delivering said related promotion to said customer; and

monitoring customer transactions at a point of sale (POS) during said step of determining said status of said promotions delivered.

Claim 124 (new): The method of claim 123, wherein said steps of delivering said plurality of

promotions to said customer through said plurality of delivery mediums; determining said status of each promotion delivered, determining said effective medium for said customer based on said status of each promotion delivery; delivering promotions to said customer primarily through said effective medium determined; selecting said related promotion based on said status of each of said promotions determined; and delivering said related promotion to said customer are performed through a single medium in a single transaction with the customer;

wherein said single medium is said customer's computer and said single transaction comprises an online shopping event.

Claim 125 (new): The method of claim 123, wherein said steps of delivering said plurality of promotions to said customer through said plurality of delivery mediums; determining said status of each promotion delivered, determining said effective medium for said customer based on said status of each promotion delivery; delivering promotions to said customer primarily through said effective medium determined; selecting said related promotion based on said status of each of said promotions determined; and delivering said related promotion to said customer are performed in at least two transactions with the customer; and

wherein said at least two transactions with said customer are performed either through the same delivery method or at least two delivery methods.

Claim 126 (new): The system of claim 69, further comprising:

 said processor in communication with said memory device, said processor configured to:
 deliver an initial promotion to a customer;
 determine a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);
 select a related promotion based on said status of said initial promotion delivered;
 deliver said related promotion to said consumer; and
 select a predetermined related promotion associated with said status of said initial promotion determined.

Claim 127 (new): The system of claim 126, wherein said processor configured to deliver said initial promotion, determine said status of said initial promotion, select said related promotion and deliver said related promotion through a single medium in a single transaction with said consumer; and

wherein said single medium is said consumer's computer and said single transaction comprises an online shopping event.

Claim 128 (new): The system of claim 126, wherein said processor configured to deliver said initial promotion, determine said status of said initial promotion, select said related promotion and deliver said related promotion in at least two transactions with the consumer; and

wherein said processor is configured to perform said at least two transactions with said consumer either through the same delivery medium or at least two delivery methods.

Claim 129 (new): The system of claim 104, further comprising:

means for delivering an initial promotion to said consumer;

means for determining a status of said initial promotion delivered by monitoring customer transactions at a point of sale (POS);

means for selecting a related promotion based on said status of said each promotion determined, wherein said means for selecting said related promotion based on said status of said initial promotion determined comprises means for selecting a predetermined related promotion associated with said status of said initial promotion determined;

means for delivering said related promotion to said consumer;

means for delivering said initial promotion, determining said status of said initial promotion, selecting said related promotion and delivering said related promotion in at least two transactions with the consumer;

wherein said at least two transactions with the customer are performed either through the same delivery medium or through at least two delivery mediums.